Xitron Contact:

Bret Farrah
(734) 794-1334 direct
(517) 673-0715 mobile
bfarrah@xitron.com

Xitron Introduces K2 Workflow to Latin American Printers at EXPOGRAFICA 2024

Will exhibit in Hybrid Software stand 2532 November 12-15

Ann Arbor, MI – November 4, 2024 – Xitron, a subsidiary of Hybrid Software Group and the developer of Harlequin-based Navigator RIP and workflow products for commercial, flexo, screen, digital, and high-speed inkjet printing, will use the upcoming Expográfica show in Mexico City to introduce their new offset prepress workflow to Latin American customers. K2 will be presented in live, "bespoke" demonstrations to attendees, many of whom are looking to upgrade legacy workflow software such as Prinergy, Prinect, and Apogee.

"During our North American introduction at Printing United in September, our K2 station enjoyed a non-stop audience," said Karen Crews, president of Xitron. "We literally had no breaks due to the interest and buzz that started with our debut at Drupa. In an effort to extend this excitement to Latin America, we've accepted an invitation to exhibit in Mexico City," she added.

K2 is an entirely new offset prepress workflow developed to replace once popular workflow systems that still demand costly service agreements or expensive subscription pricing - but have stagnated development and are lacking new functionality. Offered as an all-inclusive bundle with a perpetual license, K2's feature list includes PDF-based interactive trapping, PDF-based integrated imposition, ink remapping, preflighting, and a browser-based job submission module that streamlines the entire workflow process. Based on the Harlequin Core, K2's RIP module is the fastest in the industry.

"Like most Xitron products, K2 has been designed to work with virtually every computer to plate device in use today, so printers don't have to make wholesale changes to their prepress departments in order to use it," Crews continued. "It doesn't matter if you have a 10-year-old Screen PT-R, a 20-year-old Creo Trendsetter, or a brand-new Kodak Achieve. Xitron's K2 is compatible, and it will improve throughput and productivity."

"And, as important as compatibility and functionality are," she summarized, "Affordability is paramount in all markets. Printers will be interested to find that K2's price point is well below the original cost of their aging workflows, and that Xitron has put special finance programs in place that will help with budgeting concerns."

Printers attending Expográfica are encouraged to stop by the Hybrid Software stand (2532) or contact Bret Farrah (bfarrah@xitron.com) to schedule a personalized demonstration during the show.

- 30-

About Xitron

Xitron develops advanced workflow systems and interfaces to drive the prepress industry's most popular new, and legacy output devices, prolonging our customers' investments. In addition, Xitron's Navigator Digital Front End is recognized as best in class by several digital press manufacturers around the world. Xitron's Navigator RIP, Raster Blaster TIFF Catcher, and GPS Workflow solutions are recognized as prepress standards. Built around the Harlequin RIP core technology from Global Graphics, Xitron engineers continue to develop solutions for the graphic arts market, driving hundreds of different models of imagesetters, proofers, platesetters, inkjet printers, and digital presses. With shipments of more than 45,000 RIPs, Xitron is the largest independent Harlequin RIP developer in the market and is a subsidiary of Hybrid Software Group.

Xitron and the Xitron logo are registered trademarks of Xitron. Other trademarks and copyrights are the property of their respective owners. For more information about Xitron, visit us at www.xitron.com.

Note to Editors:

To update contact information or request removal from our editorial mailing list, send an email to bfarrah@xitron.com.